Note for Sherman, Catherine

From: Poole, Laura

Date: Mon, Aug 22, 1994 1:03 PM

Subject: FW: Consumer Complaint

To: Sherman, Catherine

9:55 AM 8/23 need age on file machine

2042827629

8/23 11:15 AM OK - finding ticket don't wait for UPC to send Kurt

Cathy - per Peter's instructions please handle - this morning!!

Richard Kastrup
(316) 584-6878
Route 2
Box 22
Clearwater, KS 67026

He will be leaving on Tueday (8/23) in the afternoon for a trip and won't be home again until the next week. Will be waiting for a call from us today! Thanks

Laura

From: Henriques, Peter on Mon, Aug 22, 1994 12:59 PM
Subject: RE: Consumer Complaint
To: Poole, Laura
Cc: Sherman, Catherine

2042827630

Laura, please pass this one to Cathy as she is an expert in dealing with this issue. tell the consumer that we shall find a mutually agreeable solution but you need to have Cathy talk to him.

Cathy, please handle the usual way "conspiracy"

From: Poole, Laura on Mon, Aug 22, 1994 10:53 AM
Subject: Consumer Complaint
To: Henriques, Peter
Cc: Cohen, Denise

Here's one for you!

I just had a lovely talk (honestly) with a B&H consumer who has been saving carton UPCs for the past few years. He received our picnic bag mailing on Sat. (he lives in Kansas- fyi) and was really excited about the premium. However, he noticed that it must be pack UPCs rather than carton. He intimated that this was a policy switch from an earlier policy (in other words, two years ago we asked for packs, then changed to carton, now the change back to packs). Obviously, his fustration stems from these numerous policy changes. I was aware of the recent change - is he correct about the first change? He also expressed disappointment with the pack UPCs as it is much more cumbersome for a pack + a day smoker to save the finished packs so that at the end of the day the UPCs can be clipped. He was disappointed enough to threaten switching to a new non-PM brand.

2042827631

I discussed with him the reason behind the change - carton fraud. Which he had already heard from the Public Relations people. BUT he was wondering if anything could be done to help his current predicament. He currently has 101 carton UPCs saved.

Source: https://www.industrydocuments.ucsf.edu/docs/jjfn0004